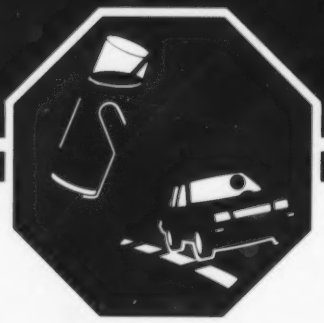
STRATEGIC PLAN

IMPAIRED DRIVING PROGRAM



Alberta

SOLICITOR GENERAL

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STRATEGIC PLAN
IMPAIRED DRIVING PROGRAM
ALBERTA SOLICITOR GENERAL

I. INTRODUCTION

The serious human and social consequences of drinking and driving is of ongoing concern to Albertans. The Government of Alberta recognizes that the problem of impaired driving is multifaceted and requires a diverse, comprehensive and integrated strategy in order to effectively reduce the loss of life and serious injury that results annually from impaired driving.

The Department of the Solicitor General, with responsibility for the Impaired Driving Countermeasures Committee, and its mandates in the areas of law enforcement and driver management has been given the responsibility for coordinating and directing the impaired driving initiatives under the direction and sponsorship of the Government of Alberta.

The primary goals of the Department of the Solicitor General impaired driving initiatives are two fold:

- **TO REDUCE THE INCIDENCE OF IMPAIRED DRIVING IN ALBERTA AND THE DEATHS AND SERIOUS INJURIES RESULTING THEREFROM**
- **TO CREATE A HIGHER LEVEL OF AWARENESS AMONG ALBERTANS OF THE SERIOUS LEGAL, SOCIAL AND ECONOMIC IMPACT OF IMPAIRED DRIVING.**

A number of programs have been researched and developed by the department, working in conjunction with other government departments, the private and corporate sector and various community interest groups. While these programs have the potential to be effective, they have not to date been developed into a comprehensive strategy. This strategy is seen as an essential component in the development of an effective plan to meet the stated goals of these impaired driving initiatives.

In developing a strategic plan it is necessary to establish a vision of where the impaired driving initiatives will be in the future. From this vision a set of broad program objectives can be developed which have an integrated focus and will work effectively towards meeting the goals outlined.

For the purposes of this plan, a medium range time frame has been established. In this regard, it is projected that after three years of operation the impaired driving initiatives of the Department of the Solicitor General will have accomplished the following:

a) Established an interprovincial and interjurisdictional linkage in order to maintain an ongoing and current awareness of impaired driving initiatives;
b) Established the department as the key contact in the province with respect to the coordination of impaired driving initiatives;
c) Developed an effective mandate for the Impaired Driving Countermeasures Committee;
d) Developed and implemented enforcement programs aimed at the detection and apprehension of impaired drivers;
e) Established an effective organization of enforcement initiatives on a province wide basis;
f) Increased the profile of the Checkstop Program;
g) Developed effective interagency and interdepartmental communication on impaired driving matters;
h) Mobilized community groups and agencies into an organized and effective partner against impaired driving;
i) Organized the corporate sector into an active sponsor and participant in the impaired driving initiatives;
j) Developed an effective partnership with the media;
k) Developed and distributed innovative educational material using various forms of media;
l) Developed programs aimed at the prevention of impaired driving;
m) Established an organized approach to collecting and cataloguing research information with regard to new impaired driving initiatives.

This paper discusses current initiatives as well as proposed development plans under the following headings:

ENFORCEMENT
EDUCATION/PREVENTION
COMMUNITY ACTION
PUBLIC AWARENESS
RESEARCH

Objectives for each of the above noted areas are outlined and strategies for program implementation are provided.

II. ENFORCEMENT

A. Introduction

One of the primary mandates of the Department of the Solicitor General is that of enforcement. There are a number of existing and proposed programs that deal with the individual who by driving while impaired, poses a threat to the generally law abiding motoring public. The department aims to reduce the frequency of impaired driving through various enforcement initiatives.

B. Objectives

The objectives of the enforcement programs are to:

1) Provide leadership and provincial coordination to various related police agency initiatives and activities;
2) Provide financial assistance and consultative support to enhance the delivery of police agency programs;
3) Develop programs aimed at the prevention of impaired driving;
4) Develop strategies to better detect and apprehend impaired drivers;
5) Promote the availability and standardized delivery of related programs throughout the province.

C. Current Programs

Strategy 1: Checkstop

While one of the primary purposes of the Checkstop program is to detect impaired driving offences in progress, an equally important purpose is to educate the public of the consequences of drinking and driving. The Checkstop program is operated by all police forces across the province on a year round basis. Checkstop is strongly identified with the impaired driving social policy issue and serves as a reminder to the public that the province and it's police forces have adopted a strong enforcement stand against impaired driving.

In 1988-89 ten Checkstop minivans were presented to the municipal police services across the province, and an additional two minivans were provided to the R.C.M.P. These minivans are intended to serve as "moving billboards" to remind the public of the program and the problem of drinking and driving. The vans are highly visible at Checkstop locations, shopping malls, schools, exhibitions and fairs across the province. Three Checkstop Mobile Breath Alcohol Testing Vans have also been provided to the cities of Edmonton, Calgary and Lethbridge. These vans will allow the police forces to conduct roadside evidentiary breathalyzer testing. An additional eight Checkstop minivans will be distributed during the 1989/90 fiscal year. Seven of these vans will be located in cities and towns policed by the R.C.M.P.; the eighth van will be provided to the Blood Tribe Police Force at Standoff, Alberta.

Strategy 2: Vehicle Immobilization

The use of vehicle immobilization devices (auto-boots) to combat impaired driving is unique to this province. The auto-boot is installed on the vehicle of a person charged with impaired driving for a maximum of 24 hours, in order to prevent the person charged from recovering the vehicle and committing another impaired driving offence. The devices also serve as a vivid reminder to the public of the consequences of impaired driving. The court may also order a person who is convicted of impaired driving to have his or her vehicle immobilized for the duration of the driver's suspension.

A pilot project, which concluded at the end of April, 1989, was underway in Calgary and Lacombe to evaluate the use of the auto-boots for those persons charged with impaired driving. The response by the public to date to the use of auto-boots during the early part of fiscal year 1989/90 has been very positive. The pilot project has been evaluated and the program will be expanded across the province. Planning will also occur for the implementation of the court ordered vehicle immobilization program.

D. Proposed Programs

Strategy 1: Ignition Interlock

This new technology requires that an individual pass a breath alcohol test, prior to starting their vehicle. A number of security features will be programmed into the units, including re-tests during the operation of the vehicle. This feature provides ongoing surveillance. In the event tests during the operation of the vehicle reveal impairment, the device will enter the fail mode, after which the horn will sound intermittently and the turn signals will flash, until the vehicle is turned off.

In May, 1989 the Electronic Test Centre of the Alberta Research Council was in a position to accept potential products for testing. The department will develop implementation strategies, taking into account the installation and servicing requirements of the proven product, once a determination is made that a product performs according to the established specifications.

The ignition interlock program is being developed to prevent individuals known to have committed drinking and driving offences from re-offending. The first installations will be by application to the Driver Control Board, which will limit the program to multiple offenders. These individuals, based on their driving records, might otherwise not be eligible for licence reinstatement.

A target date of summer 1989, is planned for the first installations.

Strategy 2: Target Policing

Target policing is a specialized police enforcement strategy to detect and charge individuals with poor driving records, who continue to drive despite being under legal suspension. Pertinent information on those under suspension is formatted by the Department of the Solicitor General for police surveillance activities.

In 1988, two separate programs were operated by the Edmonton Police Department. The evaluation of both programs determined that modifications would enhance program delivery. The revised operating procedures put in place for the second pilot have been assessed by both the police and the department to be effective, however, the target population requires redefinition.

New planning will develop an implementation strategy for a third pilot program in the summer 1989, with program delivery to commence in the fall 1989.

Strategy 3: Random Breath Testing

Random breath testing, as practiced in parts of Australia, England and Scandanavia allows police authorities to request a preliminary breath sample from any or all drivers they stop. Police authorities need not suspect inebriation prior to requesting a breath sample. This is not the practice in Canadian or American jurisdictions where police must have cause in order to request a breath sample.

Random breath testing has been very successful as a countermeasure in Australia (reduction in fatality and serious injury collisions of 35% are reported). In an attempt to further assess its feasibility for implementation in Alberta, twenty hand held breath alcohol testing devices which give preliminary breath samples, have been purchased for the Edmonton Police Department in order to increase the frequency of random breath testing at Checkstop locations. A pilot program will be operational in spring/summer 1989.

Strategy 4: Administrative Licence Suspension

The traditional method of taking licence action against an impaired driver is to impose a licence suspension after the driver is convicted of impaired driving. However, in many instances, months or even years elapse from the time of the offence until the time the suspension takes effect. An administrative suspension of an alleged impaired driver's licence was implemented in a number of jurisdictions in the United States, in order to ensure that the sanction of licence suspension occurred immediately.

This countermeasure is effectively utilized in the United States, but no jurisdiction in Canada has initiated this type of licence suspension program. Commencing in spring 1989, the Motor Vehicles Division will pilot test an administrative licence suspension program in those cases where an individual is charged with Impaired Driving Causing Death. The licence suspension decisions will be the product of a thorough investigation and hearing conducted by the Driver Control Board. Policies and procedures to sanction this type of suspension have been developed. There is no indication at this time, that the program will be expanded to include other impaired driving charges.

E. Conclusion

The strongest mandate of the Department of the Solicitor General is the detection and apprehension of individuals who drive while impaired. The enforcement programs highlighted in this section not only serve as a deterrence to impaired driving but also target those convicted of impaired driving in order to prevent them from reoffending.

III. EDUCATION/PREVENTION

A. Introduction

Education and prevention programs are basic to any long term attempt to marshal community attitudes and behavior against impaired driving. While the Department of the Solicitor General provides a number of enforcement programs, "front-end" education and prevention programs are also required to impact successfully on reducing the incidence of impaired driving.

This section will outline both current and proposed program strategies consistent with an education/prevention focus. There is a diversity of methods which may be used to develop these types of programs and many of these can overlap into other sections of this paper (e.g. Public Awareness and Community Action).

B. Objectives

The objectives of education/prevention programs are to:

1. Educate the public on the impaired driving issue;
2. Develop impaired driving programs that are preventative in nature;
3. Impact on the public's attitudes towards impaired driving and hence effect a positive change in driving behavior;
4. Ensure the program is highly visible and that each individual in the community takes responsibility for changing the social acceptability of impaired driving.

C. Current Programs

Strategy 1: Impaired Driving Video

The impaired driving video has been designed to portray an integrated and comprehensive message on the effects of impaired driving in a docu-drama format. It will become mandatory viewing for all new drivers in Alberta in late spring 1989. This target group consists mainly of individuals 15 to 19 years of age who fall into one of the following categories:

a) New drivers taking driver training from a private driving school;
b) New drivers taking a driver education course in high school;
c) New drivers who take no formalized training.

Development of a corresponding curriculum and related print material for the video as well as a distribution strategy will be completed in late spring 1989.

D. Proposed Programs

Strategy 1: Impaired Driving Conference

An international impaired driving conference in Alberta, is planned for early Spring 1990. The conference would be hosted by the Department of the Solicitor General and coordinated by the Impaired Driving Countermeasures Committee.

The focus of this conference would be to showcase initiatives taken to combat impaired driving and to explore new innovative programs. Both Canadian and international guest speakers are being invited to participate.

The confirmed dates for the conference are March 28-30, 1990. It will be held in Edmonton. Active planning for the conference is underway as of spring 1989. Literature on the conference will be distributed by September, 1989.

Strategy 2: Awards Program

An awards program which would annually reward outstanding contributions to the battle against impaired driving is proposed. The intent is to provide a tangible symbol of appreciation and increase community involvement. Recipients of such awards could include the following:

a) Corporate Citizens - example: setting up an employee safe ride program;
b) Schools - example: developing a student campaign against impaired driving or hosting a "dry" graduation party;
c) Service club/community leagues - example: instituting a safe ride volunteer program or acting as a major sponsor for the Tagged...For Life program;
d) Private Citizens - example: providing public service work in developing a community awareness program.

Strategy 3: Poster Contest

Prevention starts with public attitudes. Shaping attitudes is more effective if the process starts at an early age. The intent of a poster contest program would be to provide increased awareness and education regarding the problem of impaired driving to Alberta's youth.

Schools would be challenged to develop slogans and poster concepts related to impaired driving. They will incorporate these concepts into posters and entries will then be forwarded to the Impaired Driving Countermeasures Committee who would choose contest winners.

Strategy 4: Checkstop Mascot

A Checkstop mascot would be identified and made available for specific community events. This would be in the spirit of "Ralph", the crime prevention dog. Such a mascot is acceptable to all age levels. A contest to name the mascot could be undertaken.

The mascot, through the police coordinators and community interest groups, could host a "mobile booth" at local shopping malls, special sports events and/or community celebrations (e.g. Klondike Days, Calgary Stampede). The intent is to disseminate information, car stickers, lapel buttons, key chains as well as answer questions about the impaired driving phenomena.

Strategy 5: Impaired Driving Video For Natives

An impaired driving video specifically targeted to natives and the incidence of drinking and driving among this population could be developed for students aged 13 to 15 years. A fifteen minute video and related print material would be developed for this purpose.

Planning and production of the video would be scheduled for the 1990-91 fiscal year.

Strategy 6: Contract For Life

Groups such as Teenagers Against Drinking Drivers (T.A.D.D.) and Students Against Drinking Drivers (S.A.D.D.) have developed a concept entitled "a contract for life". This contract is struck between parents and their children and sets out rules of conduct by which each party must abide. For example, if a teenager is out at a party and requires a ride home, he/she may contact his/her parents for same. Parents agree to provide the ride home without scolding or punishing the teenager for his/her impairment at the time of the incident but have the opportunity to discuss the situation at a later date.

In expanding groups such as T.A.D.D. and S.A.D.D. (cross reference Community Action section), across the province, the contract for life concept will be further prompted and more easily accessible to a greater number of teenagers and their parents. Additionally, similar contracts could be designed and made available to spousal partners or other significant family members.

E. Conclusion

The Department of the Solicitor General is committed to developing and implementing education and prevention program initiatives which are considered effective in combatting impaired driving. In order to be effective, however, these programs must be initiated and carried out in concert with various community groups and other related stakeholders.

IV. COMMUNITY ACTION

A. Introduction

Government cannot curtail the problem of impaired driving alone. It requires the support of community groups, private agencies and the corporate sector in a joint effort to assist with the development and delivery of programs to combat impaired driving.

This section will outline the department's objectives as they relate to mobilizing the community in the countermeasures effort.

B. Objectives

The objectives of the community action programs are to:

1. Identify target groups that may generally become involved in the countermeasures effort;
2. Identify and involve individual target groups in specified program areas and/or public awareness campaigns;
3. Ensure the overall coordination of community action efforts;
4. Provide assistance and technical expertise to community groups, as required;
5. Establish an interprovincial, interagency, interjurisdictional and private sector communication linkage;
6. Mobilize community groups and private agencies into an organized and effective partner against impaired driving;
7. Organize the corporate sector into an active sponsor and participant in the impaired driving initiatives;
8. Provide feedback as required and assist, where possible in the evaluation of programs or other related campaigns.

C. Current Programs

Strategy 1: The Impaired Driving Countermeasures Committee

A specialized committee has been established to act in an advisory capacity to the Solicitor General. Representation on the committee is provided by other government departments, community groups, private sector corporations and the public at large.

The specific mandate of the committee is to:

a) conduct research and development of programs to increase the probability of the apprehension and conviction of persons who drive while impaired or who drive while under suspension following an impaired driving conviction;

b) develop and disseminate public information programs designed to increase public awareness of the legal, economic, social and human consequences of driving while impaired.

The Countermeasures Committee will ensure:

a) a coordinated multi-faceted approach to public awareness campaigns as well as program development;
b) government departments and private community groups involved in the impaired driving area provide a consistent as well as a constant anti-drinking and driving message;
c) the efficient use of monies in highly visible impaired driving campaigns;
d) the development of innovative campaigns and/or programs aimed at reducing impaired driving.

Strategy 2: Grant Funding

There are two forms of grant funding available to community groups. These include:

a) Department of Solicitor General Grants

A one time grant may be made available to community groups, or non-profit organizations engaged in organized volunteer initiatives to prevent impaired driving in their communities. The purpose of the grant is to facilitate the delivery of local activities to discourage drinking and driving.

b) Health and Welfare Canada

The "Community Action Program on Impaired Driving" is a cooperative effort among all provincial and territorial governments and the Department of Health and Welfare Canada. The overall goal of the program is to reduce the social acceptability of impaired driving. All applications must be consistent with health promotion priorities which support self care, mutual aid and the improvement of the environment in which people live. The health perspective is a positive one which encourages individuals and groups to find innovative ways to reduce society's acceptance of impaired driving. Priority is given to projects that involve local people and organizations.

The above noted grant programs are utilized in order to:

a) Mobilize the community to change the prevailing social acceptability of impaired driving at a community level;
b) Strengthen the capacity of communities to carry out long-term activities to reduce impaired driving;

c) Provide support to community initiated programs that would unlikely proceed unless a grant is made available;
d) Emphasize projects in areas that are either difficult for government to access or where there is limited community activity to prevent impaired driving.
e) Increase the individual community's responsibility and sense of ownership in impaired driving programs.

Community grants, to date, have been provided in order to:

a) assist in organizing a teen conference on impaired driving;
b) develop a provincial safe graduation package and reproduce a safe graduation video which will orient high school classes conducting both alcohol and non-alcohol parties in a safe manner;
c) develop an impaired driving curriculum for native junior high school students;
d) develop the "Heroes" program, a multi-dimensional accident prevention program for all high schools in the province; and
e) assist in the development of a "Server Intervention Program" for Alberta.

Strategy 3: Designated Driver Program

The designated driver program is operational in some licensed restaurants and lounges in the province, on a voluntary basis. The basic concept operates as follows:

a) One person in a party of three or more is identified as the designated driver and receives non-alcoholic beverages at no cost, for the duration of the group's stay at the establishment;
b) In the event the designated driver requests an alcoholic beverage, all previously received non-alcoholic beverages are charged to the "tab".

A comprehensive strategy will be used to:

a) Provide provincial designated driver programming which targets licensed establishments, private house parties and community hall and service club functions;
b) Mobilize those target communities that are involved in the service industry either as a host or server;
c) Provide alternatives to those individuals who drink at either licensed establishments or private functions;
d) Encourage responsible drinking behavior which removes the vehicle from individuals who may become involved in an impaired driving situation.

To date, the Department of the Solicitor General has completed research of designated driver programs operational in other jurisdictions in North America. This research has provided the basis to develop a unique provincial program which targets licenced establishments, private house parties and community hall and service club functions. Meetings with community stakeholders have been organized and executed in order to develop an effective program implementation strategy. The provincial designated driver program will not be successful without the continued support of stakeholders in the service industry and liquor licensing area.

The Designated Driver Program will be implemented during the summer/fall of 1989.

Strategy 4: Hospital Tour Program

The hospital tour program, entitled Tagged... For Life, takes selected drivers, aged 16 to 24, through an intensive day at the hospital. These individuals have either had their driver's licence suspended or have had a single serious driving charge.

This strategy is utilized to:

a) Inform a specific target audience about the inherent dangers of reckless driving;
b) Reduce the social acceptability of reckless driving habits;
c) Work cooperatively with other government departments and community agencies in the delivery of the program;
d) Evaluate the effectiveness of the program, against a control group.

Tagged...For Life commenced in early December 1988 and will be operational as a pilot program for two years.

Eight offenders per week participate in the program. Favorable media exposure has been received about the program and all participants to date note a change in attitude following completion of their day at the hospital. The program will be evaluated at the completion of the two year pilot.

Potential for developing a similar experimental program in Calgary will be explored during 1989.

Strategy 5: Corporate/Community Involvement

This strategy will incorporate:

a) The development of an introductory brochure and accompanying letter which describes the impaired driving initiatives coordinated by the Department of the Solicitor General;
b) The development of a stakeholder's list which outlines the names, addresses and phone numbers of other government departments, community interest groups, association/service clubs and private sector corporations;

c) A plan which ensures all stakeholders receive the introductory brochure and letter;
d) A plan to initiate follow-up contact with stakeholders;
e) A plan to hold a series of community meetings which focus on specific target groups;
f) A series of meetings/sessions which deal with the development of a joint community/government working relationship;
g) The development of a forum by which major interest groups, agencies and organizations submit ideas and initiatives for ongoing program development;
h) A plan for building community contacts on a continuous basis;
i) The development of a trust fund for receiving private sector donations for the attack on impaired driving.

An introductory brochure and accompanying letter which describes the various impaired driving initiatives has been completed and will be forwarded to the identified stakeholders in early spring 1989. A plan to organize joint community/ government meetings has also been developed and will be put into place once the stakeholders receive the introductory brochure. Additionally, a trust fund for receiving private donations for various impaired driving initiatives has been established.

D. Proposed Programs

The following strategies will be used to further encourage community action on impaired driving:

Strategy 1: Safe Ride Home

The objective of this program is to provide safe rides home for persons who may be faced with a possible impaired driving situation either from private house parties or from public drinking establishments. Some programs also offer safe rides for persons who may be overly tired or have a medical problem. Certain programs are offered year round whereas others operate only during festive occasions. User costs range from free to a subsidized taxi fare to a yearly set fee plus call out charges.

The underlying concept basic to all safe ride programs is to remove drivers who are impaired, for whatever reason, from the road and take them home with or without their vehicles, thereby diminishing collision potential.

This strategy will incorporate:

a) An extensive research and assessment of this countermeasure with regards to its effectiveness in reducing impaired driving;
b) A plan to determine what similar programs are operational in what locations in the province;

c) A plan to develop a government operated program or assist with coordination of already existing programs;
d) A plan, if applicable, to expand existing programs;
e) A way in which to solicit ongoing corporate sponsorship for the program;
f) A means by which to evaluate the program that is developed.

An initial paper highlighting characteristics of existing safe ride programs has been developed and is currently under review. Additionally, the police coordinators are currently researching communities in Alberta and collecting data on what programs are operational in the province. This information will provide the basis from which to proceed with further program development.

Strategy 2: "Report An Impaired Driver" (R.A.I.D.)

The objective of this program is to provide special procedures for private citizens to report impaired driving, while the offence is in progress, to police agencies.
The following steps will be taken in order to further develop this strategy:

a) Research of similar programs operational in other jurisdictions will occur and will be documented;
b) A search of programs operational in the province will be completed;
c) An assessment of the effectiveness of this initiative along with a determination as to whether the government should further develop or support same, will occur;
d) The Department of the Solicitor General, if applicable, will either further develop this program or provide its endorsement/support to existing programs.

A study of existing R.A.I.D. programs in Alberta was completed in May, 1989.

Strategy 3: Native Programming

Impaired driving programs will be developed in conjunction with the native community, so as to design initiatives that specially meet the needs of this group.

The following steps will be taken in order to further develop this strategy:

a) Meetings will occur with various native groups in order to outline specific program needs;
b) Grant funding will be made available to native groups, when required;
c) Assistance with program development, implementation and evaluation will occur;
d) A plan to mobilize individual, native communities to work with other native communities in joint ventures will be developed;
e) Identify and utilize existing resources within each community with regards to program development.

Strategy 4: Existing Interest Groups

There are currently a number of community groups involved in impaired driving initiatives. The Department of the Solicitor General, in order to further community action will:

a) Identify these groups and their individual programs;
b) Organize various community meetings whereby these groups can meet and discuss their individual initiatives;
c) Coordinate, where necessary, the overall impaired driving initiative;
d) Make suggestions, where applicable, and assist with the expansion of groups such as Teenagers Against Drinking and Driving (T.A.D.D.), People Against Impaired Drivers (P.A.I.D.) and Students Against Drinking and Driving (S.A.D.D.);
e) Provide financial support and technical expertise to community groups;
f) Obtain technical expertise and involve community groups in departmental initiatives;
g) Assist in program development, implementation and evaluation of community initiated programs.

E. Conclusion

This preceding section has provided an outline of the department's overall strategy to encourage and mobilize further community action in the impaired driving field.

A cooperative joint effort with private corporations, community and interest groups and other government departments is vital to the growth of the overall impaired driving program in this province. These stakeholders have the technical expertise and access to other related resources, that government alone may not be able to tap.

V. PUBLIC AWARENESS

A. Introduction

There are a number of approaches that may be used to increase the public's awareness of the impaired driving issue. These techniques have been used to support many of the initiatives described in other sections of this paper.

This section will highlight the objectives of public awareness and current program strategies. Although many of these techniques will continue to be utilized, new alternatives will also be explored in an effort to increase the impact of the department's overall public awareness campaign.

B. Objectives

The objectives of public awareness are to:

1. Inform the public of the impaired driving issue;
2. Maintain a high level of public awareness of the impaired driving issue;
3. Solicit support for the proposed countermeasures;
4. Mobilize the community to develop or jointly assist in the implementation of various countermeasures;
5. Utilize various public awareness techniques that not only deal with the impaired driving issue generally but also introduce specific new impaired driving programs;
6. Ensure planned implementation of programs throughout the year so as to reflect the department's ongoing commitment to the impaired driving issue;
7. Develop an effective partnership with the media;
8. Ensure less emphasis on traditional advertising approaches, in favor of more innovative and less costly alternatives;
9. Ensure an overall coordinated public awareness campaign, which takes into account the program efforts of other government departments, private sector corporations and community interest groups;
10. Ensure the appropriate identification of various target audiences and explore the equally diverse venues that can be utilized in impacting these groups.

C. Current Programs

Strategy 1: News Releases/Press Conferences

News Releases/press conferences are used to introduce new legislation and/or programs by advising the media in a concise manner of the major objectives of a specific initiative. This strategy has been used and will continue to be utilized because it:

a) reduces the often adversarial relationship that can exist between government and the media;
b) acts as an efficient, less costly media alternatives for advertising new legislation and/or programs.

The newsrelease/press conference format has been used to introduce:

a) the Department of the Solicitor General's impaired driving initiative and corresponding legislation;
b) the pilot vehicle immobilization program of the City of Calgary and the Town of Lacombe;
c) the University of Alberta Hospital's "Tagged...For Life" program;
d) the Checkstop minivans.

Strategy 2: Brochures

Brochures are used to inform particular target audiences of new legislative and/or program developments.

The following brochures have been developed:

a) Attack On Impaired Driving (Stakeholder's Brochure);
b) Alberta Gets Tough On Impaired Drivers;
c) Business Strategy To Combat Impaired Driving (proposed);
d) Tagged...For Life;
e) "The Party's Over" (video brochure).

Strategy 3: Impaired Driving Logo

A logo may be used to identify a particular program initiative and other related endeavors.

An impaired driving logo for the Department of the Solicitor General has been developed and will be used to signify departmental programs, adorn letterheads, envelopes and business cards, and assist the public with their identification of the overall impaired driving program. Specific program logos as in the case of the designated driver program will be developed and used as they relate to a particular program.

Strategy 4: Billboard Campaigns

Paid billboard campaigns may be used to advertise programs or relay messages associated with those programs. This strategy is utilized to provide a constant message that the public can identify with, think about and internalize in their individual lifestyle.

In support of a year-round Checkstop program, a billboard advertising campaign incorporating the slogans, "The Heat Is On" (May 1988 - July 1988), "Sooner or Later You Will Be Stopped" (August 1988 - October 1988), and "The Party's Over" (November 1988 - January 1989) has been used to increase public awareness of the program. This has been done in conjunction with newspaper advertising across the province.

Strategy 5: Signs/Banners

As in the case of billboards, signs and banners may be used to advertise programs or relay messages associated with these programs. This approach has been utilized to provide a constant identifiable message to the public in an efficient and cost effective manner.

To date, signs and banners have been used in a joint effort with the City of Edmonton Police Department, the Calgary Police Service, the R.C.M.P. and Alberta Transportation and Utilities. Checkstop banners have been developed and placed on overpasses across the province. Additionally, Checkstop advertising boards now appear on city buses in Edmonton, Calgary, Lethbridge and Medicine Hat. This may be expanded to other areas of the province.

Strategy 6: Media Displays

Portable displays may be used in conjunction with presentations for the public. Portable displays present material in an attractive, highly visible manner so as to inform as well as to solicit support for the countermeasures.

Portable displays were developed in order to allow the police the opportunity to make presentations in schools, shopping malls and other public areas in the province. These have been provided to the police in Edmonton, Calgary, Lethbridge, Medicine Hat and to the R.C.M.P. (2). The department also has an identical display for use at trade shows, fairs and conferences.

Strategy 7: Promotional Material

Promotional material takes the form of key chains, window or bumper stickers, lapel pins and posters. These may relate to a specific program such as the designated driver program or may generally represent the overall impaired driving initiative. This approach assists the public in their identification of the impaired driving program and its overall message.

Promotional items such as Checkstop key chains, lapel pins and window stickers are being developed. Additionally, general impaired driving posters, representative of Alberta's countermeasure efforts are currently being designed.

Strategy 8: Publications

Various publications (local, national or international) may be used to inform other professionals and the public about a program or initiative.

This approach is a cost efficient method of increasing awareness of new initiatives among professional colleagues and where applicable, the public at large.

Various magazine articles have been written for national publications such as Crossroads and Law Now on one or more of the department's impaired driving initiatives.

D. Proposed Programs

The following strategies will be utilized in a continuing effort to develop innovative public awareness approaches that reflect the department's overall objectives:

Strategy 1: Television

The following strategies can be used in this venue:

a) a general impaired driving message in conjunction with reporting of a particular related event. For example, a story of a serious impaired driving collision or a major related conviction could be reported in conjunction with a report on specific impaired driving program;
b) public service announcements;
c) specials, highlighting specific program initiatives;
d) television spots on talk shows and/or educational cable stations.

Strategy 2: Radio

Several radio stations are currently involved in anti- drinking and driving campaigns. In a coordinated effort, the Department of the Solicitor General will work with these stations to develop an overall radio strategy for delivery of certain impaired driving messages. This strategy will incorporate the following:

a) appearances on radio talk shows;
b) radio editorials;
c) phone in shows on commercial, public and college/university radio shows;
d) DJ or traffic reporter using various Checkstop slogans after each report;
e) public service announcements;
f) location broadcasts in cooperation with other sponsors;
g) paid commercials, if necessary.

Strategy 3: Print Media (newspapers,magazines)

This medium will be utilized as follows:

a) feature articles in newspapers;
b) feature articles in local magazines;
c) feature articles in traffic research magazines;
d) public service announcements for newspapers/magazines;
e) impaired driving accidents/death box score or monthly status bulletins in newspapers;
f) paid advertising, where required.

Strategy 4: Printed Material

This strategy will incorporate the following:

a) print material distributed at Checkstop locations;
b) print material to accompany motor vehicle registration information;
c) impaired driving information in "Driver's Manual";
d) posters;
e) imprinting certain messages on licence registration envelopes and other public mailouts.
f) an annual report which will highlight the year's activities;

Strategy 5: Signs/Banners

Signs and banners will be proposed for use as follows:

a) placement of signs in front of police stations and signs on police vehicles;
b) placement of anti-drinking and driving messages at car rental outlets;
c) printing of city buses in Checkstop colors, using the word "Checkstop";
d) placement of anti-drinking and driving messages on top of fuel pumps at service stations;
e) permanent highway signs at the entrance of cities or towns saying "You've just entered a Checkstop City/Town";
f) development of Checkstop advertising boards for taxis.

Strategy 6: Billboards

In addition to the general paid billboard campaign this venue can be utilized as follows:

a) yearly billboards at baseball stadiums in Edmonton and Calgary to advertise Checkstop messages;
b) Checkstop messages on the "boards" at hockey games;
c) electronic billboard messages such as "Who's driving after the game", flashed at hockey or football games;

Strategy 7: Celebrity Spokespeople

Celebrity spokespeople may be used to endorse and relay the "don't drink and drive" message. These individuals may provide their endorsement to the general message or may become involved in prompting specific programs such as the designated driver program.

Strategy 8: Exhibitions/Trade Shows/Conferences

Yearly exhibitions, trade shows and conferences are a useful and cost efficient way in which to inform the public of the general impaired driving message or specific program initiatives.

Plans are underway to exhibit at the Calgary Stampede, Edmonton Klondike Days, and other related events in Lethbridge, Medicine Hat and Red Deer. Displays will also occur at GALA '89 (Edmonton) and related conferences for corrections and injury prevention.

Strategy 9: Alberta Liquor Control Board

Electronic message monitors are available in twenty-two Alberta Liquor Control Board outlets across the province. These monitors provide specific messages on a twenty-four hour, year round basis.

Plans are currently being developed to advertise an impaired driving message along with other advertisers. For example, a Checkstop message could appear at the bottom of any alcohol advertisement. Additionally, the Alberta Liquor Control Board has a number of advertising spots available to them at no cost, which we may utilize to provide an impaired driving message. This approach will reduce the cost of this form of advertising while ensuring the impaired driving message is provided "at the point of sale".

E. Conclusion

The preceding section has provided an overall public awareness strategy that emphasizes the cooperative partnership the Department of the Solicitor General may enter with the media and other community groups. Time frames for program implementation will be established in order to ensure an ongoing presence in the community.

VI. RESEARCH

A. Introduction

An essential precondition to making informed decisions on the strategic direction for dealing with impaired driving is accurate and timely information. Clear identification of high risk target groups will assist in providing an appropriate focus for public information/education programs.

This section will outline current and proposed research initiatives. Undoubtedly, further such initiatives will develop from existing and planned research as more information and data becomes available.

B. Objectives

The objectives of research on impaired driving include the following:

1. Allow the department to stay abreast of developments in other jurisdictions around the world;
2. Form the basis for future planning;
3. Determine the effectiveness of existing programs;
4. Maintain a sense of public opinion, both in response to existing programs and expected response to planned programs;
5. Define high risk target groups, allowing programs to be tailored accordingly;
6. Demonstrate to the public and to the political decision makers that programs are working.

C. Current Programs

Strategy 1: Review Initiatives Within the Province and From Other Jurisdictions

Communication linkages have been established across the country through the National Steering Committee on Impaired Driving. Information has also been obtained from private and publicly funded research organizations in Canada and the United States through organizations such as the Traffic Injury Research Foundation (TIRF) and the National Highway Traffic Safety Association (NHTSA). A review of the Department of the Solicitor General's library is also completed periodically in order to remain abreast of new impaired driving initiatives and programs.

The information received through the various resources noted above has been useful in establishing the groundwork for many of the department's impaired driving initiatives. The research information that has been obtained has also been catalogued for easy accessibility of information. This log continues to be updated as new information becomes available.

Strategy 2: General Research

General research is undertaken in order to describe a countermeasure, evaluate its effectiveness and make recommendations to the department's senior management group about the implementation of the initiative.

This strategy has been utilized for many of the initiatives which have been fully developed and implemented. It has also been used to assess the viability of programs such as:

a) raising the legal drinking age;
b) utilizing breath alcohol testing devices in liquor establishments;
c) initiating a server training program;
d) placing warning labels on liquor bottles.

Strategy 3: Quarterly Management Information System (MIS)

It is only through systematic collection of data from a variety of sources that can determine those initiatives and programs that are effective. Decisions to continue/ discontinue, implement/not implement, revise/retain programs should be informed by reliable data.

A basic tenet of research is taking data where you find it. This is the approach that has been taken in developing the quarterly MIS package on impaired driving. Data has been collected and will continue to be collected by a wide range of government agencies, sometimes for specific purposes and at times for no clearly defined reason. The MIS package will collate all such data into a quarterly publication. Included in the MIS will be enforcement statistics, data on penalties handed out, licence suspensions, changes in conviction patterns, demographic data on offenders, alcohol consumption, accident/fatality data and some baseline data against which to measure progress.

The purpose of an MIS is to inform the decision making process. The cumulative effect of this quarterly report will provide a strong basis for guiding the future directions of impaired driving prevention/control programs.

D. Proposed Programs

Strategy 1: Public Surveys

Public surveys act as an adjunct to a management information system. No such surveys have yet been undertaken as part of the impaired driving initiatives. It is expected that a public opinion survey will be conducted and analyzed in 1989. It will provide information regarding public reaction to existing/recently introduced

programs as well as information relevant to future programs. Public survey data is particularly helpful in establishing the most effective educational/advertising medium as well as in developing the profile of high risk target groups. Surveys have the additional benefit of increasing public awareness at the same time as obtaining information.

Strategy 2: Status Report

As with any program, impaired driving programs require continued public and political support to remain effective. To sustain such support, it is essential that the department keep both the public and the political decision makers informed of the progress being made in the battle against impaired driving. There is currently a convergence of public opinion and political will to take decisive action against impaired driving. To sustain this window of opportunity will require careful attention to status reports which provide information on progress and new program initiatives.

E. Conclusion

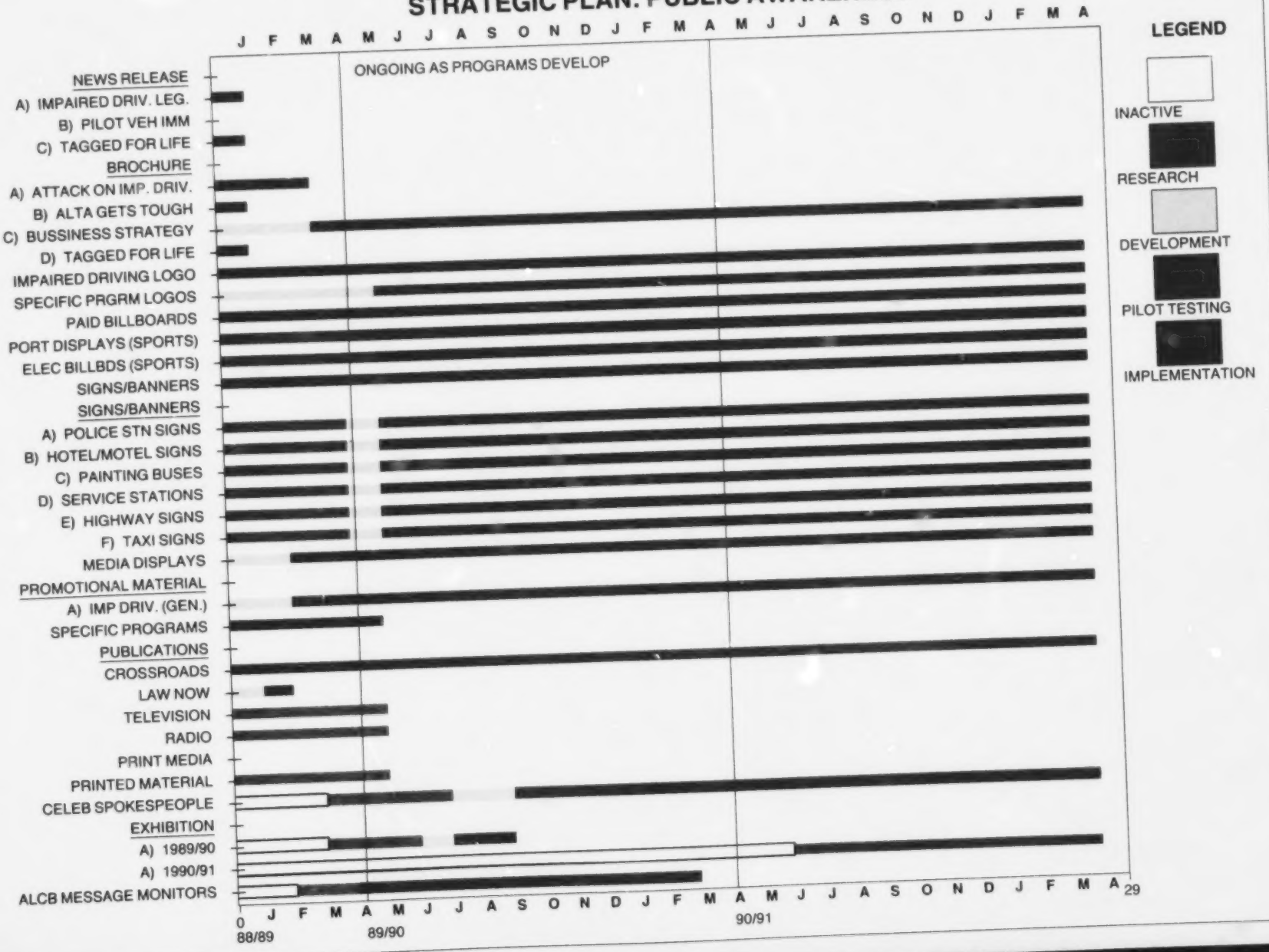
Every initiative or program introduced or planned requires background research. The research initiatives outlined in this section provide a standardized base from which such preparatory research can be undertaken. The relationship between programming and research is dynamic. With the introduction and implementation of new programs comes additional data, further expanding the horizons of knowledge of this important problem.

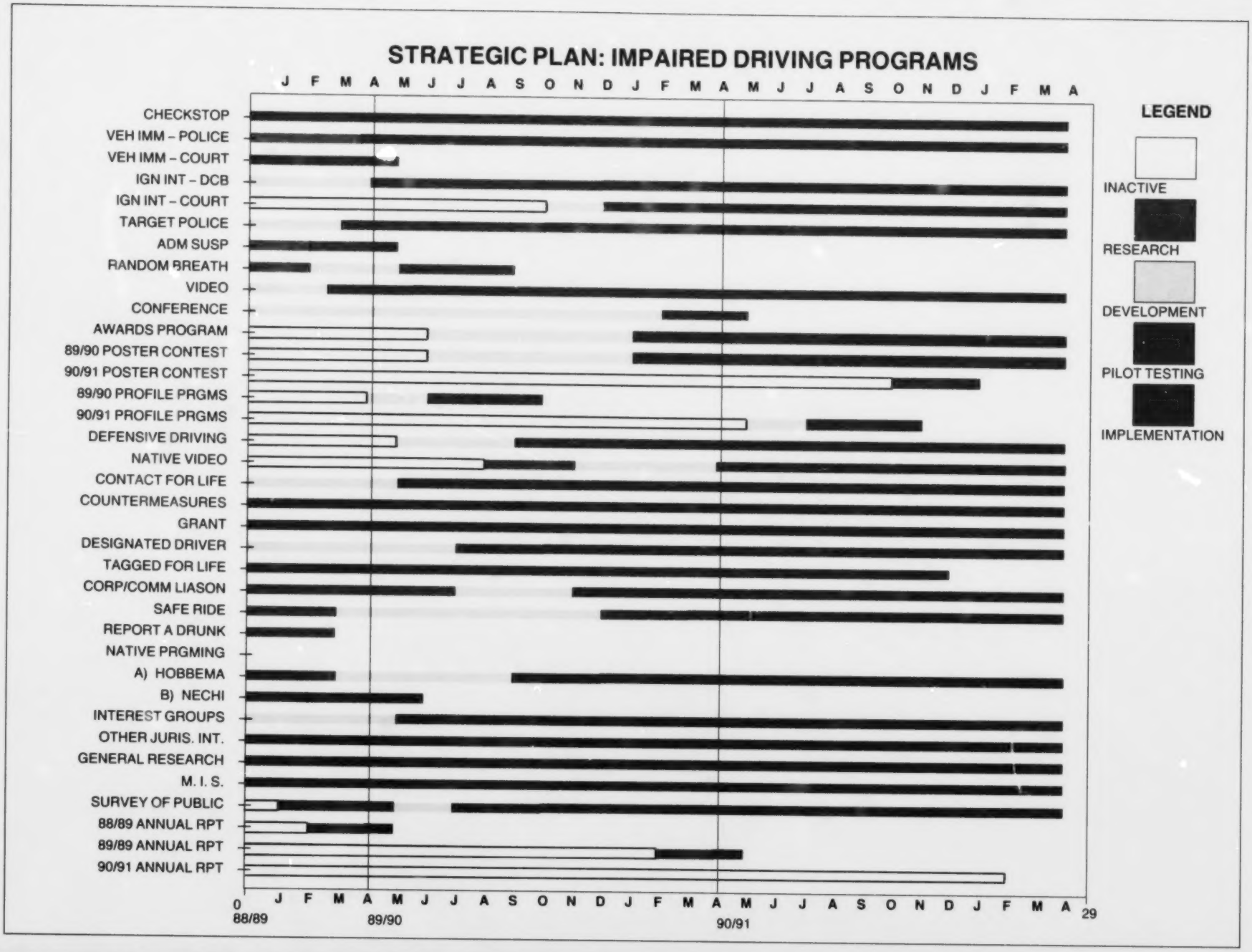
VII. CONCLUSION

This paper has outlined a strategy for the Department of the Solicitor General's impaired driving program. The charts which follow map out each current and proposed program at their various levels of development, as well as the public awareness campaigns that have and will be initiated, thereby, reflecting the department's ongoing commitment to the impaired driving issue.

Many of the initiatives command a joint undertaking with a number of community stakeholders. These interest groups, whether they be from corporations, private community groups or other government departments have been identified and will be asked to participate in the overall attack on impaired driving. A positive working relationship has been developed with many key stakeholders and this will continue to be encouraged.

STRATEGIC PLAN: PUBLIC AWARENESS




STRATEGIC PLAN: IMPAIRED DRIVING PROGRAMS
J F M A M J J A S O N D J F M A M J J A S O N D J F M A
CHECKSTOP
VEH IMM – POLICE
VEH IMM – COURT
IGN INT – DCB
IGN INT – COURT
TARGET POLICE
ADM SUSP
RANDOM BREATH
VIDEO
CONFERENCE
AWARDS PROGRAM
89/90 POSTER CONTEST
90/91 POSTER CONTEST
89/90 PROFILE PRGMS
90/91 PROFILE PRGMS
DEFENSIVE DRIVING
NATIVE VIDEO
CONTACT FOR LIFE
COUNTERMEASURES
GRANT
DESIGNATED DRIVER
TAGGED FOR LIFE
CORP/COMM LIASON
SAFE RIDE
REPORT A DRUNK
NATIVE PRGMING
A) HOBBEMA
B) NECHI
INTEREST GROUPS
OTHER JURIS. INT.
GENERAL RESEARCH
M. I. S.
SURVEY OF PUBLIC
88/89 ANNUAL RPT
89/89 ANNUAL RPT
90/91 ANNUAL RPT
0
J F M A M J J A S O N D J F M A M J J A S O N D J F M A
29
88/89
89/90
90/91
LEGEND
INACTIVE
RESEARCH
DEVELOPMENT
PILOT TESTING
IMPLEMENTATION